

CST 156 00: CCC Radio

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Course Description

This is the credit-based experience for students who want to participate in various ways in CCC online radio. There is a “Fall” and “Spring” section to CST 156; in the fall, 3 credits are possible; in the spring, 2 total credits are possible to earn.

Course Objectives and Outcomes

After taking the course, students will learn a variety of skills and information, depending on their choice of role at the station. Among the things they might learn are:

- *Know about the general history of radio broadcasting in America, including alternative and mainstream radio (fall section only);
- *Know about the workings and structure of radio station operations;
- *Practice announcing skills, and learn to work within specific formats;
- *Be exposed to professionals in radio both in front of and behind the microphone;
- *Visit radio stations in the Valley to learn more about local radio station operations;
- *Learn to create ads, p.s.a.'s, tags, and other radio production content using Adobe Audition, the standard radio production software.

Required Texts

Keith, Michael C. (2007). The Radio Station. Burlington, MA: Focal Press.

Recommended Texts

Connelly, D. (2002). Digital radio production. N.Y.: McGraw-Hill.

Walker, J. (2001). Rebels on the air. New York: New York University Press.

Web Articles and Photocopies: Distributed in class if possible. I will announce when such materials are available.

General Policies and Classroom Conduct

This class at all times is governed by the rules and provisions of the Cedar Crest Honor Code, as well as the Cedar Crest Classroom Protocol. It is your responsibility to become aware of these codes and provisions, found in the Customs Book and other campus publications. On any exam that we may have, I will ask you to affirm your commitment to these principles, with a statement like the following: "I fully support the Cedar Crest College Honor Code and the Classroom Protocol code as stated in the Customs Book".

I am asking your help in creating a positive classroom environment for questions, discussion, lecture, and listening. Please give your attention to guest speakers and ask questions when given the opportunity. Please try to be seated before class starts, and not pack-up and/or leave before class is over. If there is a legitimate reason that you can't uphold this request, please ask me about this ahead of time (for example, you must leave early due to a class trip, etc.). If a student cheats during an exam, or is found to have plagiarized material for an assignment, I reserve the right to either fail the student for the assignment or for the class. For more information on the policies of Cedar Crest College on plagiarism, please see the Student Handbook/Customs Book. You are expected to be aware of these policies and your rights and obligations in this regard.

My specific expectations are that students will hand work in on time, and attend class except in cases of illness or emergency. A lot of the learning of the class will occur in open discussion among all of us, so I hope you will make every effort to be here. Remember too that we will be listening to (and watching) a lot of A-V materials and then discussing them, and so I will grade for student participation. This particular course requires sustained listening and evaluation of each others radio shows, so please be quiet while music is playing, or while a video is being shown. Please be courteous to each other when listening to other people's work/presentations.

Finally, students must type all written assignments; make sure to have back up copies.

Attendance Policy:

For Class (fall section only):and for Radio Station Personnel/Management credit:

Every student can be absent one time without penalty. Each subsequent absence will reduce your attendance score by one grade. If you are ill, you need to have a valid written medical excuse (by your physician) for your absence, in which case no points will be deducted. You must present a valid medical excuse promptly after your return to class. *If a student misses 5 or more sessions, with no valid medical excuse, he or she will be graded an F for the course.*

For DJ credit: Weekly radio slots are required, or your grade is affected negatively. Follow the following procedures:

Late Work and Missing DJ Slots

If you choose to obtain a credit for DJ'ing a show on CCC Radio, you will need to commit to at least one hour per week of shows. **That one hour must be a "solo" hour; you can do a team show beyond that hour, if you would like to, but at least one hour must be your own show.** If you cannot make a show, you must find a replacement. If no replacement is available, you must tape a new show to be run in your time slot. If taping a new show is impossible, make sure that an older show of yours is played in the automated system during your absence. If you miss a show completely and do none of the above once, your grade for the one-credit can be no higher than a "C". If it happens twice, you will fail and receive no credit for DJ'ing.

You may be called on to play excerpts from your radio show, and other production assignments, to the class for group critique. These critiques must be done on the date scheduled, because otherwise we will not be able to accomplish all the goals for the semester on time. If you are not prepared for a critique on the day scheduled, and you do not have a medical excuse, you will be allowed to make up that critique next class **ONLY IF TIME ALLOWS**, and you cannot receive better than a "C" for that assignment (your grade will most likely be less; that is the highest possible grade for a late assignment). So, make sure you complete your work on time.

College Policy Regarding Disabilities:

Students with documented disabilities who may need academic accommodations should discuss these needs with their professors during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

Expectations for Your Grade

There are three ways to get a credit for this class, totaling to no more than 3 credits per semester.

1. **Deejay.** If you do a show, it has to be a minimum of one-hour per week, starting from the second week of class. You must also:

A) Complete a minimum of 12 solo shows for the semester (one-hour minimum per show).

B) Understand and follow the rules above for attendance for your show, and finding a replacement if necessary. Arrive to your show promptly if not early in order to be ready to broadcast at the top of the hour, and respect the DJ who is on-air prior to your show by being as unobtrusive as possible until she is done.

C) Record your show weekly. Credit for doing your show can only be given if you first sign-in on the log each day you broadcast, and second record the show on the Dell Machine. It is your responsibility to make sure that you understand how to do this (help is available through the station management, see below) and that you check to make sure that your show was recorded successfully. If the show does not record, it cannot count toward the 12 show minimum. All shows must be stored on the Dell Machine for archiving.

D) Be critiqued by the class at least once during the semester (fall semesters). In the spring, you need to request a critique by the professor, or you can have the entire class critique your show during the Thursday afternoon meetings, if time is available.

E) Create at least two station ID's and two DJ promos for your own show that are usable. You can do more, and if you do, it will be considered as extra credit for your grade.

2) **Fall Semesters: Attend the one-hour meeting.** Every week we will do a variety of activities, including covering performance skills, production skills, history and function of the radio industry, guest speakers and/or field trips, etc. Attendance is required to be awarded this one-credit. Your grade is reduced for every missed meeting in the semester, so that an "A" means perfect attendance, an "A-" one meeting missed, "B" two meetings missed, "C" three meetings missed, and "D" four or more meetings missed, and an "F" will be given for this one credit option if you miss 5 or more classes. The exception is for medically-documented illnesses, which are excused.

I reserve the right to add test/quizzes/exams to the grading for this third one-credit option.

Students will be required to present one topic to the group during the meetings as the semester proceeds. Topics may include the following, but others are possible with club advisor approval:

*History of Radio

*Radio Genres

*Specific Radio Personalities and DJ styles

*Economics (ratings, etc.)

*Future of Radio (affect of internet and other digital technologies)

*Regulating Speech on Radio

*Other current issues (e.g. ownership regulation, etc.)

Your grade, therefore, is made up of attendance (30%), presentation (30%), class critique/self-critique (30%), and participation, including any in-class quizzes, etc. (10%).

3) Be Part of the Station Management or Station Team.

Students who are Program Directors, Music Directors, Traffic Managers, Promotion Managers, Production Directors, or other roles in the CCC Radio Club can receive 1 academic credit. Their specific duties are below. Other students, however, can also participate in any of these areas by assisting the appropriate officers of the club in these areas (production, promotion, etc.). A total of 12 hours minimum is required to receive a credit as part of the Club/Station Team. Each station manager must keep a weekly log of activities, based on the criteria below, and provide that electronically to both the Station Manager and Advisor. The 1 credit grade will be based on the amount and quality of the manager/director's work in accomplishing these duties.

Duties of the Station Management Team

Note: Some of these positions have a greater number of duties listed than others. However, that doesn't mean they are more difficult or take more time. A specific position might have relatively few duties attached to it, but those duties could be more difficult or time-consuming. You should choose a role that sounds the most fun and interesting to you, rather than one that "sounds" easier based on these descriptions.

Station Manager:

- 1) Run the weekly CCC Radio meetings; set agenda and lead discussion. Ensure that all important issues are discussed and that station business is done.
- 2) Oversee the staff. Answer questions and occasionally make executive decisions if requested by a manager and/or if a consensus cannot be obtained through vote of the management team. Report to and discuss with the Advisor appropriate actions/disciplines if a specific manager is not accomplishing their duties.
- 3) Enforce provisions of/suggest revisions to the Station Constitution.
- 4) Responsible for overall vision and sound of the station, along with the Program Director and Music Director.
- 5) Monitor and report on other college radio stations (online and otherwise) and suggest ways to emulate the best programming available. Ask other station personnel to report on a regular basis of their discoveries regarding college radio.
- 6) Maintain College Broadcasters, Inc. subscription/membership.
- 7) Along with Advisor (for now), pay yearly fees for online copyright.
- 8) Stay informed of changing regulatory environment regarding online broadcasting.
- 9) Establish rules and procedures for outside guests/DJ's and coordinate these rules with Student Life, SGA, and Security.

Program Director:

- 1) Responsible for overall sound of the station, and “second in charge” below the Station Manager. If the Station Manager is ill or in an extended absence, assume the duties of the Station Manager.
- 2) Train or assign personnel to train new DJ’s. DJ’s must be trained on board use, performance, recording their shows on the Dell Machine, and on TuneTracker.
- 3) Solicit and answer email questions regarding new DJ’s and training.
- 4) Learn and when necessary or appropriate teach how to create master and program logs for the TuneTracker system.
- 5) Research and present to station personnel syndicated and other programming options. Strive to increase programming beyond live DJ’s and fill the station week as much as possible with additional programming.
- 6) Monitor and report on other college radio stations (online and otherwise) and suggest ways to emulate the best programming available.
- 7) Stay informed, along with the Station Manager, of regulatory environment regarding online broadcasting.
- 8) Upload, update, maintain, and remove if appropriate all promos, ID’s, and other productions in a timely fashion into the appropriate folders in the TuneTracker system. The Production Director can be given authority to upload new productions, but the ultimate responsibility lies with the Program Director.

Music Director

- 1) Responsible for monitoring DJ’s on-air performance (especially new DJ’s) and reporting any absences, rule violations or problems with DJ’s to the Program Director and Station Manager.
- 2) Assist Program Director in training new DJ’s, including in the areas of board use, performance, recording their shows on the Dell Machine, and on TuneTracker.
- 3) Maintain and add music to the music library on the TuneTracker computer. Devise system of exchanging music/CD’s in order to continually upgrade and expand the music library. Monitor and enforce any rules that are needed to accomplish this task.
- 4) Learn how to use TunePrepper software on the TuneTracker system to rip music. Learn how to add attributes to ripped music so that the “Lightning” software can locate music in using different search terms.
- 5) Maintain the DJ Schedule and send updates as necessary (minimum: weekly) to the Web Manager for posting online.
- 6) Maintain the DJ sign-in log, and keep these records safe.
- 7) Monitor and report on other college radio stations (online and otherwise) and suggest ways to emulate the best programming available.
- 8) Maintain communication with DJ’s, answering questions and helping them to obey all station rules and regulations.

Promotions Director

- 1) Responsible for soliciting clubs, departments and organizations who would like to be promoted by the station.
- 2) Create promotions and events that will publicize the station on campus (and off if possible); organize, staff, and evaluate the effectiveness of events in terms of raising awareness of and

attention to the station (e.g., Battle of the Bands).

- 3) Answer all emails and become the first contact for all external publics of the station.
- 4) Create and coordinate online promotions with the Web Manager.
- 5) Provide relevant information about events and promotions as needed to the Production Director.
- 6) Purchase and inventory all prizes for promotions. Establish rules with Program Director for on-air giveaways, etc. and implement rules for DJ's along with the Music Director.

Web Manager

- 1) Responsible for the online site of the station.
- 2) Create and update all web pages.
- 3) Coordinate with other management staff to obtain relevant and recent information.
- 4) Maintain communication with College Relations representatives and Advisor in order to keep information current, especially the schedule rotation.
- 5) For Spring 2009, discuss with C.R. and Advisor about obtaining permission to input information directly to website.
- 6) Keep current with other radio station websites, both non-commercial and commercial, in order to suggest changes and improvements to the CCC website.

Business Manager

- 1) Responsible for the overall financial health of CCC Radio
- 2) Coordinate budget information with Station Manager.
- 3) Stay informed of current Student Government regulations and procedures regarding budgets.
- 4) Responsible for adhering to any Student Government or CCC rules regarding the construction and submission of budgets and making sure the Station meets all deadlines.
- 5) Keep all records current and report weekly to the management staff at meetings.
- 6) Work with Promotions Director and other relevant staff members regarding all expenditures, and make recommendations as to the wise use of station funds for all activities.

Production Director

- 1) Responsible for the production of all productions, including show promos, station ID's, other promotional spots, etc.
- 2) Work with DJ's to assist them in their production duties/requests.
- 3) Become familiar with essential software applications such as Adobe Audition and make this expertise available to all members of the staff who ask for assistance.
- 4) Set semester goals, above and beyond the DJ production requirements, to create a set number of new and original productions and keep the sound of the station fresh.
- 5) Work with the Promotions Director to obtain information and execute the requested promotional productions.
- 6) Keep current with the sound of competing stations and make suggestions as to both the on-air style of CCC radio and also the technology/software requirements we need to stay current.
- 7) Become familiar with TuneTracker's requirements in regards to loading productions into the

appropriate station folders on the computer; work with the Program Director to accomplish this as soon as possible after production is complete, especially regarding promotions for on-air organizations that have deadlines.

Technical Director/Station Engineer

- 1) Responsible for maintaining and monitoring the technical health of the station.
- 2) Become familiar with all basic technical functions of the station, including the Board, routing of wires between the Dell, Mac, and TuneTracker systems, and the Windows Streaming software on the Dell.
- 3) Monitor the station frequently throughout the week, and respond to any problems either directly or by reporting it to Guy Gray and the Station Manager.

All Management Staff must report weekly at CCC station meetings with an update on their activities.